

## EFFICACY STUDY REVIEW

by Kevin J. Sweeney, Entomologist - IB

To: John Leahy

Date: September 22, 1998

EPA Reg. No. 9688-134

Product Name: Chemsico Insect Bait A - "Terminate"

Registrant: Chemsico - Division of United Industries

PM: George LaRocca

Action: 570

Submission No. S548395      DP # : D249322

Chemical: 0.01% sulfluramid      Type: (I) Insecticide

Studies Submitted:

**MRID: 446179-00 & 446179-01 entitled: Consumer application and Monitoring of Chemsico Insect Bait A in Tampa, Florida, Supplementary Product Performance Data**

This study is the consumer survey requested as one of the conditions of registration for this product. The purpose of the survey was to determine whether or not consumers could read the product label and apply the product according to the label instructions. The survey was conducted in two phases, one consisting of an on-site interview, and the second a telephone interview. The company selected the Tampa, Florida market for the survey.

The participants for the survey were selected from those who returned the product registration cards. One-hundred consumers were asked to participate, of which 49 accepted. It is not clear how this sample size was selected. No indication was made as to what percentage of consumers purchasing this product this number represents, it appears however, that this sample size may be too small to represent the "average purchasers" response.